

## CLAIMS (Marked-Up)

What is claimed is:

1. (Currently Amended) A writing instrument comprising:
  - a. an writing elongated instrument body;
  - b. a light source ~~electrically connected with a power supply and a switch;~~
  - c. an ink reservoir containing ink in proximity to said light source, said ink reservoir ~~containing ink~~ being defined by said instrument body; and ~~in fluid communication with~~
  - d. a pen tip attached to an end of said instrument body and in fluid communication with said ink reservoir[[;]]

wherein a majority of light emitted from said light source is directed into said ink reservoir so as to illuminate[[s]] the ink within said ink reservoir when current flows through said light source, and said ink reservoir is fabricated of light transmitting material so as to make said illuminated ink visible when light is directed thereupon.

2. (Original) A writing instrument as in Claim 1 wherein said ink reservoir is at least partially transparent.
3. (Original) A writing instrument as in Claim 1 wherein said ink reservoir is at least partially translucent.
4. (Original) A writing instrument as in Claim 1 wherein the pen tip is a highlighter marker type of pen tip.
5. (Original) A writing instrument as in Claim 1 wherein the light source is an LED.
6. (Original) A writing instrument as in Claim 1 wherein the light source is a light

bulb.

7. (Original) A writing instrument as in Claim 1 further comprising advertising upon the writing instrument body.

8. (Currently Amended) A writing instrument comprising:

- a. an writing elongated instrument body;
- b. a light source ~~electrically connected with a power supply and a switch;~~
- c. an ink reservoir containing ink, said ink reservoir ~~containing ink~~ being defined by said instrument body; and in fluid communication with
- d. a pen tip attached to an end of said instrument body and in fluid communication with said ink reservoir; and[[;]]
- e. a light conducting member[[,]] in luminescent communication with ~~the~~ said light source, said light conducting member and protruding downwardly extending into and in fluid communication with the said ink reservoir[[;]], said light conducting member being configured to direct a majority of light emitted from said light source into said ink reservoir so as to illuminate wherein said light conducting member is capable of illuminating the ink in said ink reservoir,  
wherein said ink reservoir is fabricated of light transmitting material so as to make said illuminated ink visible when light is directed thereupon.

9. (Currently Amended) A writing instrument as in Claim 8 wherein said instrument body comprises detachably connected upper and lower sections and:

- a. ~~said light source, power supply, and switch are~~ is housed in [[an]] said upper section; and

b. said ink reservoir and light conducting member are housed in ~~[[a]]~~ said lower section; ~~and;~~

c. ~~said upper section is capable of being connected together with said lower section.~~

10. (Original) A writing instrument as in Claim 8 wherein said ink reservoir is at least partially transparent.

11. (Original) A writing instrument as in Claim 8 wherein said ink reservoir is at least partially translucent.

12. (Currently Amended) A writing instrument as in Claim 8 wherein ~~when~~ said light conducting member is ~~connected in proximity to said light source;~~ configured and oriented such that a majority of light from said light source entering said ink reservoir is directed generally into the central vertical axis of said ink reservoir thereof.

13. (Original) A writing instrument as in Claim 8 wherein said ink has fluorescent properties.

14. (Original) A writing instrument as in Claim 8 wherein said light source emits ultraviolet “black” light when switched on.

15. (Original) A writing instrument as in Claim 8 wherein the pen tip is a highlighter marker type tip.

16. (Original) A writing instrument as in Claim 8 wherein the light source is an LED.

17. (Original) A writing instrument as in Claim 8 further including advertising indicia on the body of said writing instrument.

18. (Withdrawn) A method of advertising comprising:

a. constructing a writing instrument including an ink reservoir that transmits

light;

- b. illuminating the ink within said ink reservoir by a powered illumination source that is directed into the ink reservoir;
- c. placing advertising indicia upon the writing instrument body; and;
- d. providing the writing instrument to any person interested in drawing attention to the advertising message.
- e. providing the writing instrument to an other entity.

19. (Withdrawn) The method of advertising as in Claim 18 wherein the person is a consumer.

20. (Withdrawn) The method of advertising as in Claim 18 wherein the person is a business.

21. (Withdrawn) A method of advertising comprising:

- a. providing to any person a writing instrument with the capability of illuminating ink in an ink reservoir, said writing instrument including:
  - 1. a writing instrument body;
  - 2. a light source electrically connected with a power supply and a switch;
  - 3. an ink reservoir, said ink reservoir containing ink and in fluid communication with a pen tip; and;
  - 4. a light conducting member, in luminescent communication with the light source and protruding downwardly into the ink reservoir wherein said light conducting member is capable of illuminating the ink in said ink reservoir; and;

5. advertising indicia upon the writing instrument body.
22. (Withdrawn) The method of advertising as in Claim 21 wherein the person is a consumer.
23. (Withdrawn) The method of advertising as in Claim 21 wherein the person is a business.
24. (New) The writing instrument as in Claim 1, further comprising a power supply for supplying power to said light source and a switch for powering on and off said light source.
25. (New) The writing instrument as in Claim 24, wherein said body comprises detachably connected upper and lower sections.
26. (New) The writing instrument as in Claim 25, wherein said light source, power supply, and switch are disposed in said upper section, and said ink reservoir and pen tip are disposed in said lower section.
27. (New) The writing instrument as in Claim 26, wherein said upper and lower sections are threadably connected to each other.
28. (New) The writing instrument as in Claim 1, wherein said pen tip is non-retractable.
29. (New) The writing instrument as in Claim 1, wherein said light source emits ultraviolet light and said ink has fluorescent properties.
30. (New) The writing instrument as in Claim 8, wherein said light conducting member is generally conical in shape.
31. (New) The writing instrument as in Claim 8, wherein said light conducting member extends into said ink reservoir at least one half of the total length of said ink reservoir.

32. (New) The writing instrument as in Claim 8, wherein said pen tip is non-retractable.

33. (New) The writing instrument as in Claim 8, wherein said light source is a light bulb.

34. (New) The writing instrument as in Claim 9, wherein said upper section further comprises a power supply for supplying power to said light source and a switch for powering on and off said light source.

35. (New) The writing instrument as in Claim 34, wherein said upper and lower sections are threadably connected to each other.